



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Clay, AL

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Southern Satellites	58.8%	Population	14,700	15,028
Rural Bypasses	29.9%	Households	6,140	6,363
Heartland Communities	7.0%	Families	4,286	4,366
Rustbelt Retirees	4.3%	Median Age	40.2	41.5
		Median Household Income	\$32,078	\$35,782

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	47	\$1,298.76	\$7,974,380
Men's	49	\$244.85	\$1,503,405
Women's	45	\$433.97	\$2,664,573
Children's	57	\$249.50	\$1,531,943
Footwear	42	\$215.15	\$1,321,045
Watches & Jewelry	43	\$85.77	\$526,637
Apparel Products and Services <sup>1</sup>	47	\$69.51	\$426,777
<b>Computer</b>			
Computers and Hardware for Home Use	48	\$106.23	\$652,261
Software and Accessories for Home Use	43	\$12.98	\$79,699
<b>Entertainment &amp; Recreation</b>	57	\$1,941.86	\$11,923,039
<b>Fees and Admissions</b>	41	\$249.13	\$1,529,677
Membership Fees for Clubs <sup>2</sup>	43	\$67.56	\$414,805
Fees for Participant Sports, excl. Trips	43	\$48.94	\$300,470
Admission to Movie/Theatre/Opera/Ballet	38	\$56.33	\$345,888
Admission to Sporting Events, excl. Trips	44	\$25.05	\$153,789
Fees for Recreational Lessons	39	\$51.26	\$314,725
<b>TV/Video/Sound Equipment</b>	56	\$649.15	\$3,985,759
Community Antenna or Cable Television	61	\$404.11	\$2,481,232
Color Televisions	47	\$65.22	\$400,462
VCRs, Video Cameras, and DVD Players	56	\$21.61	\$132,716
Video Cassettes and DVDs	56	\$33.92	\$208,269
Video Game Hardware and Software	55	\$17.95	\$110,226
Satellite Dishes	60	\$0.93	\$5,689
Rental of Video Cassettes and DVDs	52	\$31.09	\$190,911
Sound Equipment <sup>3</sup>	45	\$71.39	\$438,334
Rental and Repair of TV/Sound Equipment	51	\$2.92	\$17,920
Pets	69	\$301.65	\$1,852,123
Toys and Games	59	\$107.13	\$657,800
Recreational Vehicles and Fees <sup>4</sup>	72	\$328.73	\$2,018,422
Sports/Recreation/Exercise Equipment <sup>5</sup>	56	\$128.40	\$788,372
Photo Equipment and Supplies <sup>6</sup>	53	\$72.35	\$444,244
Reading <sup>7</sup>	50	\$105.32	\$646,642
<b>Food</b>	58	\$4,872.65	\$29,918,063
<b>Food at Home</b>	60	\$3,015.56	\$18,515,561
Bakery and Cereal Products	60	\$431.24	\$2,647,844
Meat, Poultry, Fish, and Eggs	62	\$816.98	\$5,016,231
Dairy Products	60	\$329.62	\$2,023,860
Fruit and Vegetables	55	\$481.46	\$2,956,184
Snacks and Other Food at Home <sup>8</sup>	61	\$956.26	\$5,871,442
<b>Food Away from Home</b>	55	\$1,857.09	\$11,402,502
Alcoholic Beverages	48	\$295.73	\$1,815,791
Nonalcoholic Beverages at Home	64	\$277.49	\$1,703,765



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	28	\$417.45	\$2,563,128
Vehicle Loans	70	\$4,298.99	\$26,395,821
<b>Health</b>			
Nonprescription Drugs	64	\$78.49	\$481,955
Prescription Drugs	78	\$449.69	\$2,761,100
Eyeglasses and Contact Lenses	60	\$49.57	\$304,332
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	48	\$4,207.94	\$25,836,746
Maintenance and Remodeling Services	50	\$981.52	\$6,026,538
Maintenance and Remodeling Materials <sup>10</sup>	71	\$264.60	\$1,624,626
Utilities, Fuel, and Public Services	62	\$2,723.55	\$16,722,586
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	51	\$70.44	\$432,520
Furniture	48	\$305.49	\$1,875,731
Floor Coverings	45	\$40.36	\$247,805
Major Appliances <sup>12</sup>	62	\$183.27	\$1,125,275
Housewares <sup>13</sup>	52	\$54.78	\$336,348
Small Appliances	60	\$21.98	\$134,973
Luggage	38	\$3.90	\$23,918
Telephones and Accessories	51	\$24.49	\$150,348
<b>Household Operations</b>			
Child Care	40	\$167.71	\$1,029,733
Lawn and Garden <sup>14</sup>	73	\$324.96	\$1,995,258
Moving/Storage/Freight Express	46	\$24.69	\$151,619
Housekeeping Supplies <sup>15</sup>	62	\$477.04	\$2,928,996
<b>Insurance</b>			
Owners and Renters Insurance	66	\$317.43	\$1,949,048
Vehicle Insurance	60	\$879.93	\$5,402,800
Life/Other Insurance	63	\$403.83	\$2,479,509
Health Insurance	68	\$1,336.97	\$8,208,997
Personal Care Products <sup>16</sup>	56	\$266.30	\$1,635,062
School Books and Supplies <sup>17</sup>	47	\$57.22	\$351,348
Smoking Products	74	\$358.21	\$2,199,386
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	68	\$3,908.91	\$24,000,691
Gasoline and Motor Oil	69	\$1,399.14	\$8,590,727
Vehicle Maintenance and Repairs	57	\$610.79	\$3,750,245
<b>Travel</b>			
Airline Fares	39	\$160.89	\$987,839
Lodging on Trips	49	\$200.54	\$1,231,338
Auto/Truck/Van Rental on Trips	36	\$15.64	\$96,018
Food and Drink on Trips	50	\$236.19	\$1,450,199

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.